

What is claimed is:

1. A retainer strap for releasably attaching an article to a base object, the retainer strap
5 comprising:

(a) a resilient band having a first face, a second face, a first end, a second end, a first connection point located between the first and second ends, and a second connection point located between the first end and the first connection point;

(b) a first connector configured to releasably connect the first end of the band to
10 the first connection point, thereby forming a mounting loop suited for mounting the retainer strap on the base object;

(c) a second connector configured to releasably connect the second end of the band to the second connection point on the band, thereby forming an open attachment loop for grasping an article;

15 (d) wherein the second connector can be connected, disconnected, and reconnected for grasping or releasing the article without also disconnecting the first connector.

2. A retainer strap according to claim 1 wherein the first and second connectors are
20 hook-and-loop fasteners.

3. A retainer strap according to claim 2 wherein the first connector comprises a plurality of connector loops on the first face of the band proximate to the first end of the band, and a plurality of connector hooks on the second face of the band at the first connection point,

wherein the connector hooks and connector loops are configured to substantially interlock with each other to form a releasable connection.

4. A retainer strap according to claim 3 wherein the plurality of connector loops
5 substantially cover the first face of the band.

5. A retainer strap according to claim 2 wherein the second connector comprises a
plurality of connector hooks on the second face of the band proximate to the second end of
the band, and a plurality of connector loops on the first face of the band at the second
10 connection point.

6. A retainer strap according to claim 5 wherein the plurality of connector loops
substantially cover the first face of the band.

15 7. A retainer strap according to claim 1 wherein the substantially resilient band includes
a stretchable portion and a tab portion, the tab portion being on the second end of the band,
wherein the retainer strap has a total length and the stretchable portion of the band comprises
at least about eighty percent of the total length.

20 8. A retainer strap according to claim 7 wherein the elastic material is capable of
elastically stretching at least about thirty percent of the length of the stretchable portion.

9. A retainer strap according to claim 1 wherein the mounting loop is sized to fit around
an object having a girth between about 15 and about 20 inches.

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10. A retainer strap according to claim 1 wherein the band is from about 0.5 inch to about 2 inches wide.

11. An apparatus for temporarily attaching an article to a vehicle sun visor, the apparatus comprising:

(a) an elastic mounting loop having an outer face and being sized to securely fit around the sun visor;

(b) a band outwardly extending from the mounting loop and having a free end; and

(c) a connector on the free end of the band, the connector being configured to connect the free end to substantially any portion of the outer face of the mounting loop which the free end is capable of contacting;

(d) wherein the band forms an open loop when the connector is connected to the outer face of the mounting loop.

12. An apparatus according to claim 11 wherein the elastic mounting loop has a relaxed girth and a fully-stretched girth, and the fully-stretched girth being at least about 30 percent longer than the relaxed girth.

13. An apparatus according to claim 11 wherein the connector is a hook and loop fastener.

14. An apparatus according to claim 13 wherein the connector comprises a plurality of connector loops on the outer face of the mounting loop and a plurality of mating connector hooks on the band proximate to the free end.

15. An apparatus according to claim 11 wherein the mounting loop includes a releasable fastener for opening and closing the mounting loop.

16. A retainer apparatus comprising:

5 (a) an elastic strap having a first end, a second end, an inner face, and an outer face, wherein the outer face is substantially covered with a plurality of connector loops;

(b) an end portion on the second end of the elastic strap, the end portion having an inside face corresponding to the inner face of the elastic strap, wherein the inside face includes a plurality of connector hooks configured to releasably connect to the connector

10 loops; and

(c) a strip of connector hook material affixed to the inside face of the elastic strap between the first and second ends of the elastic strap.

17. A retainer apparatus according to claim 16 wherein the end portion is thermally fused
15 to the second end of the elastic strap.

18. A retainer apparatus according to claim 16 wherein the strip of connector hook material is thermally fused to the inside face of the elastic strap.

20 19. A retainer apparatus according to claim 16 wherein the elastic strip and end portion have a combined length of about 24-28 inches.

20. A retainer apparatus according to claim 16 wherein the elastic strip is from about 0.5 inch to about 2 inches wide.

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21. A method of attaching an article to a base object, the method comprising:

(a) affixing a retaining device to the base object, the retaining device having an adjustable and releasable elastic mounting loop for secure attachment around at least a portion of the base object, and having an attachment strap with an end that is releasably connectable

5 to substantially any portion of the mounting loop;

(b) positioning the article proximate to the retaining device; and

(c) looping the attachment strap around at least a portion of the article and connecting the end to a selected portion of the mounting loop, thereby retaining the article on the base object.

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